

A large outdoor billboard advertisement for Marlboro cigarettes. The billboard features a photograph of three men wearing cowboy hats and red shirts, smiling. The man in the center is holding a pack of Marlboro cigarettes. The word "Marlboro" is printed in large, white, serif font across the middle of the image. Below the brand name, there is a small logo for "100% TOBACCO" and the word "Marlboro" again. At the bottom of the billboard, there is a warning in small text: "18 mg 'tar,' 1.1 mg nicotine av. per cigarette by FTC method."

Marlboro

18 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: SMOKING CAUSES LUNG CANCER, HEART DISEASE, AND EMPHYSEMA

2584